



House Tourism Committee Presentation

April 29, 2015

Impact of Film on Tourism

Activity	2012	2013
Festival/Fairs	\$574.8	\$588.8
Historic Sites	\$567.2	\$605.6
Museum, Art Exhibits, etc.	\$508.6	\$588.1
Movies/Film	\$401.1	\$577.0
Concert, Theater, Dance	\$324.6	\$290.3
Zoo/ Aquarium	\$83.6	\$196.9
Total arts and culture:	\$2,459.9	\$2,846.7

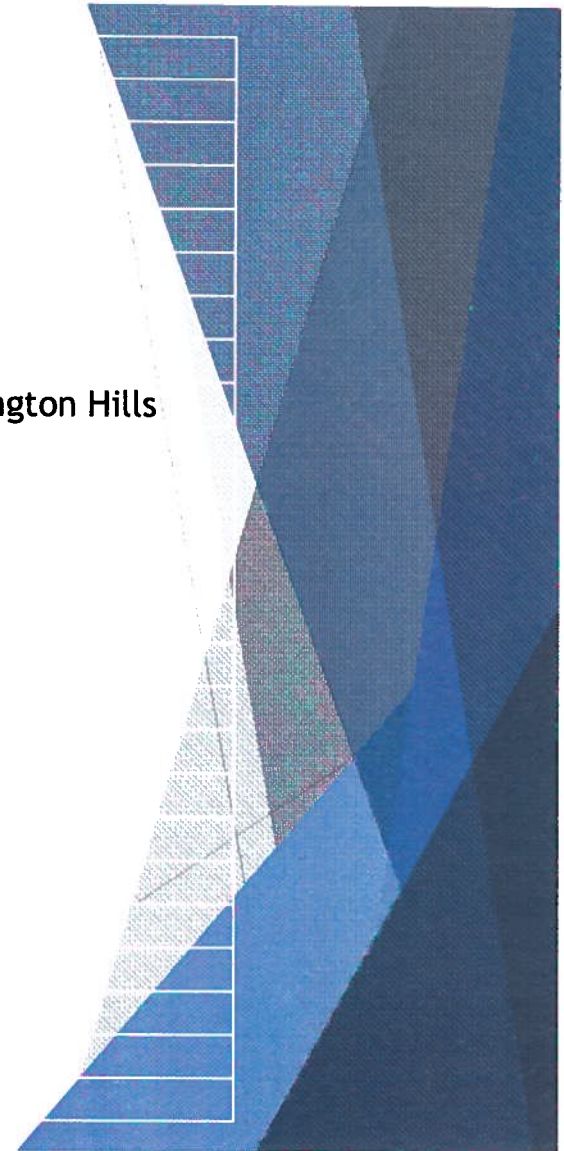
- Movies/Film increased by \$175.9 million
- Representing 9.6 million leisure travelers

*Source: The History, Arts and Cultural Travel Industry in Michigan, MEDC, 2012 and 2013
D.K. Shifflet, & Associates, Ltd. DIRECTIONS © Travel Intelligence System SM*

Michigan Film Festivals

48 Hour Film Festival
Ann Arbor Film Festival
Central Michigan International Film Festival
Cinetopia
East Lansing Film Festival
Festival of the Arts
Freep Film Festival
GloryReelz Christian Film Festival
Greater Farmington Film Festival
Hell's Half Mile Film & Music Festival
International Broke Student Film Festival
Italian Film Festival USA
Jewish Film Festival of Grand Rapids
Karen Schneider Jewish Film Festival
Lenore Marwil Jewish Film Festival
Media City Film Festival
Meijer Great Choices Student Film Festival
Michigan Student Film Festival
Mitten Movie Project
Mosaic Film Experience
Orchard Lake Student Film Festival
Romeo 48 Hour Film Festival
Thunder Bay International Film Festival
Traverse City Film Festival
Tulipanes Latino Art & Film Festival

Detroit
Ann Arbor
Mount Pleasant
Ann Arbor
East Lansing
Grand Rapids
Detroit
Royal Oak
Farmington/Farmington Hills
Bay City
Southfield
Metro Detroit
Grand Rapids
Flint
West Bloomfield
Detroit & Windsor
Grand Rapids
Detroit
Royal Oak
Grand Rapids
West Bloomfield
Romeo
Alpena
Traverse City
Holland



Michigan Film Festivals

Cinetopia 2014 (International Festival):

- 14,500 Attendees
- \$670,000 local economic impact

Waterfront Film Festival 2014 (West Michigan):

- 14,000 Attendees
- \$2 million local economic impact

Ann Arbor Film Festival 2015:

- 11,517 Attendees
- \$563,629 local economic impact

Capital City Film Festival 2015 (Lansing):

- 6,300 Attendees
- \$400,000 local economic impact



Film Incentives: Private Investment

FY 2012:

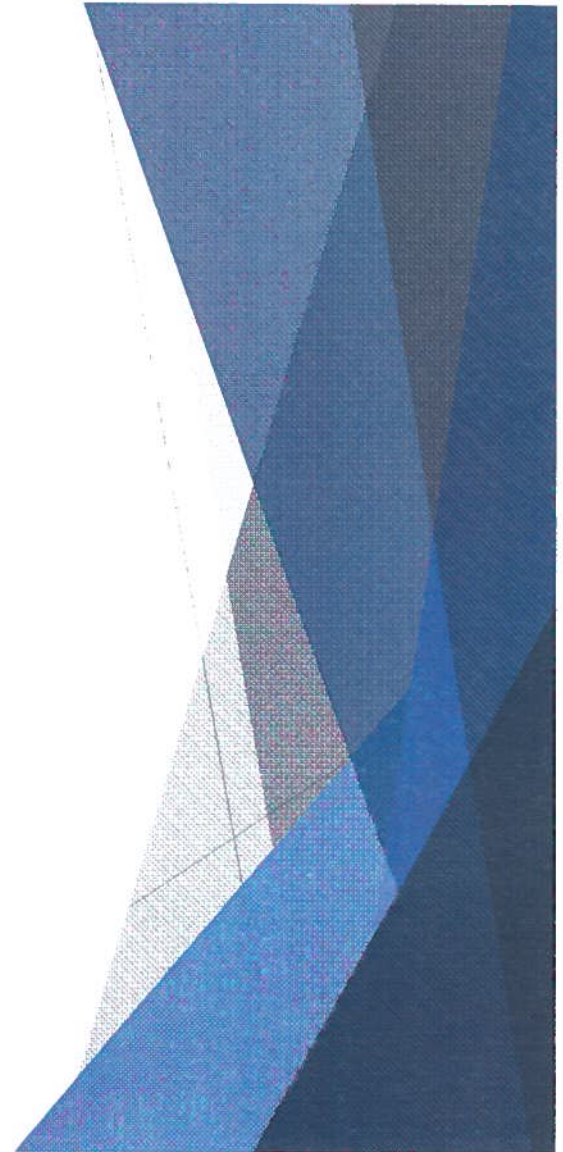
- 13 projects approved
- \$17M in projected incentives
- Expected to generate \$58M in private investment

FY 2013:

- 35 projects approved
- \$38M in projected incentives
- Expected to generate \$143M in private investment

FY 2014:

- 27 projects approved
- \$63M in projected incentives
- Expected to generate \$245M in private investment



HAS A MOVIE BEEN FILMED IN YOUR BACKYARD?

Allegan
 Allendale
 Boyne City
 Boyne Falls
 Bridgman
 Brighton
 Byron
 Charlevoix
 Charlotte
 Comstock Park
 Douglas
 Fairfield Township
 Fennville
 Grand Haven
 Grand Rapids
 Grandville
 Howell
 Hudsonville
 Lakeport
 Lansing
 Ludington
 Manistee
 Monroe
 Muskegon
 New Buffalo

Newport
 Nunica
 Petoskey
 Rockford
 Saugatuck
 Scottville
 South Haven
 Three Oaks
 Walloon Lake

DETROIT AREA

Armada
 Auburn Hills
 Berkley
 Birmingham
 Bloomfield Hills
 Clawson
 Commerce
 Dearborn
 Detroit
 Farmington Hills
 Ferndale
 Grosse Pointe Park
 Hamtramck

Highland Park
 Keego Harbor
 Lake Orion
 Livonia
 Northville
 Novi
 Oakland Township
 Orion Township
 Oxford
 Plymouth
 Pontiac
 Ray
 River Rouge
 Rochester
 Romeo
 Royal Oak
 Shelby Township
 Southfield
 Southgate
 Sterling Heights
 Troy
 Warren
 Washington
 Woodhaven



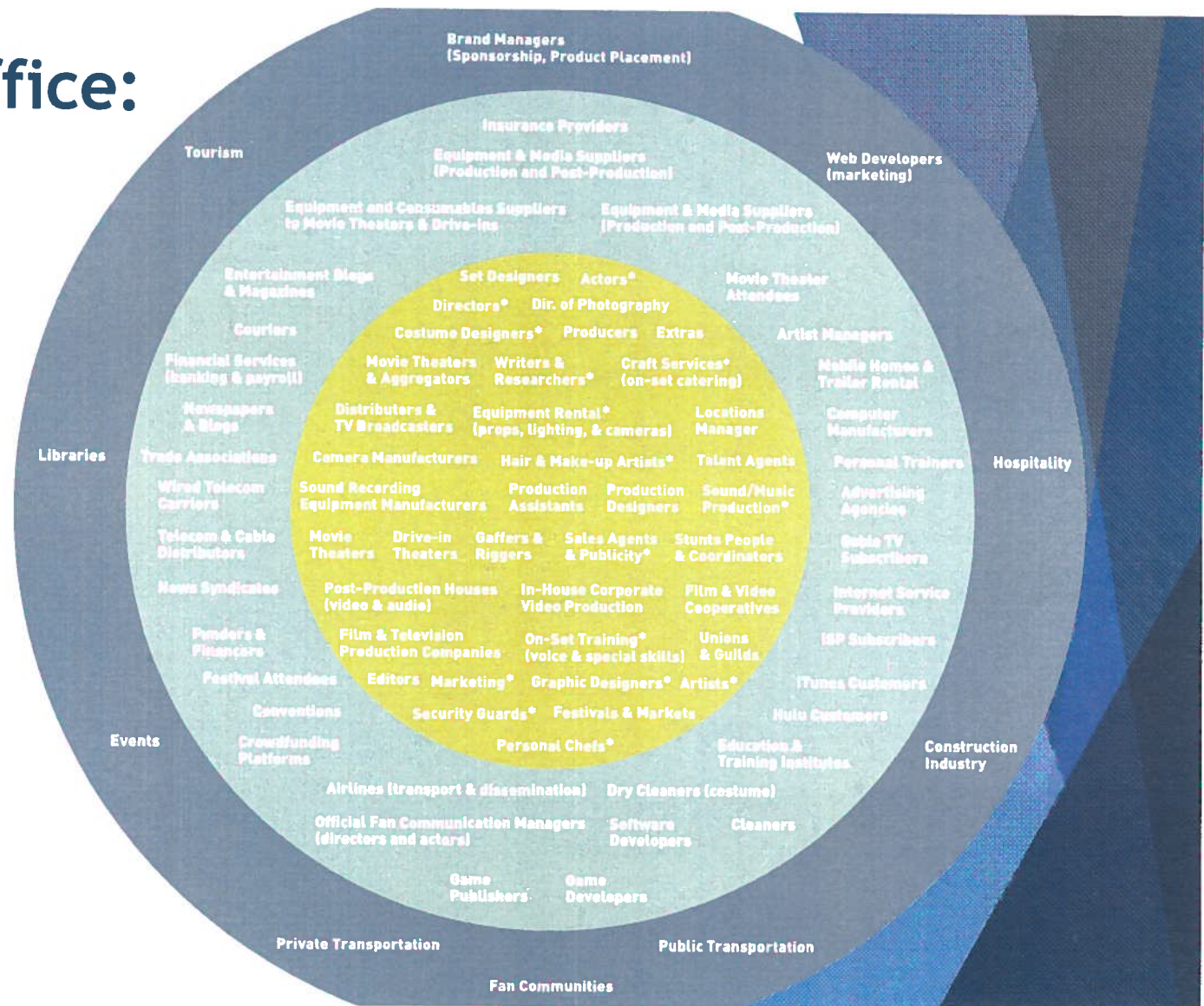
*Incented projects since 2012

Michigan Film Office: More than Film

Support the full creative industry eco-system including digital media, mobile applications, interactive web series, music videos, etc.

Sector Activities

- Primary
- Directly Related
- Indirectly Related
- * Agencies and individuals, multiple and indirect sectors



Creative Economic Impact on Michigan

Total establishments	9,758
Total employees	74,049
Total employee wages	\$3,554,832,145
3.1% of total wages statewide	

Source: Selected Creative Industry Wage Snapshots - Creative State Michigan, Michigan 2014 Creative Industries Report

Film, AV and Broadcasting Sector

Film, AV and Broadcasting Sector

Total establishments	310
Total employees	3,133
Total employee wages	\$233,472,123

Source: Selected Creative Industry Wage Snapshots - Creative State Michigan, Michigan 2014 Creative Industries Report



Michigan Film Office Background

- Office was created back in 1979
- Assist any productions coming to the state
- Provide script review and location scouting services
- Serve as a liaison to assist in obtaining permits and licenses for productions
- Manage the film and digital media incentive program
2008 Credit and 2012 Cash Rebate Program



Production (crew/vendor) Directory region

REGIONS

- Upper Peninsula region**
4 Vendors
9 Crew
372 Locations
- Northwest region**
24 Vendors
47 Crew
349 Locations
- Northeast region**
6 Vendors
7 Crew
270 Locations
- West region**
124 Vendors
225 Crew
747 Locations
- East Central region**
15 Vendors
31 Crew
194 Locations
- East region**
24 Vendors
48 Crew

<p>7 <i>South Central region</i></p> <p>49 Vendors</p> <p>77 Crew</p> <p>244 Locations</p>	<p>9 <i>Southeast region</i></p> <p>168 Vendors</p> <p>272 Crew</p> <p>817 Locations</p>
<p>8 <i>Southwest region</i></p> <p>23 Vendors</p> <p>49 Crew</p> <p>388 Locations</p>	<p>10 <i>Detroit Metro region</i></p> <p>1,172 Vendors</p> <p>1,452 Crew</p> <p>2,126 Locations</p>

MICHIGAN REGIONAL FILM OFFICES

Ann Arbor

Danielle Fergus
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Detroit

Film Detroit,
Convention & Visitors Bureau
(locations, lodging, entertainment)
Karla Murray
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City of Detroit, Mayor's Office

Carlita Carr / Aaron Dawson
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313.224.1606

Macomb County

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Oakland County

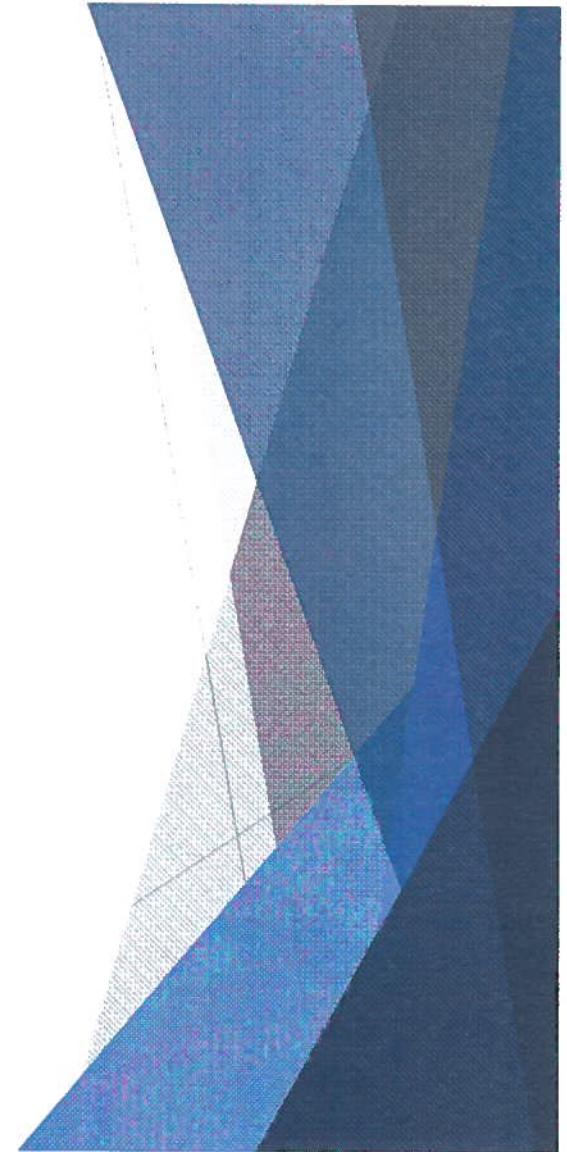
Susan Dorris
film@oakgov.com
877.651. FILM

Wayne County

Economic Development Growth Engine
313.224.7553

West Michigan

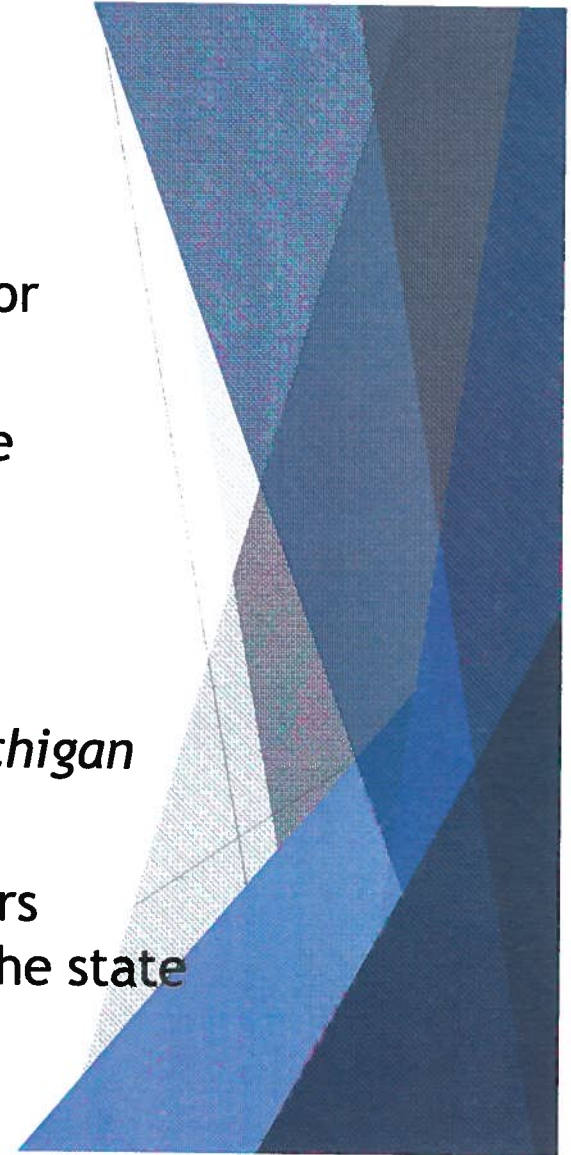
Rick Hert
rick@wmta.org
616.245.2217 ext. 102



Michigan Film Office: Looking Ahead

2015 Strategic Plan:

- Conducting regional training workshops with private sector partners and non-profits
- Updating and digitizing map of filmed locations on mobile application
- Conducting economic study on film impact on Michigan's economy
- Partnering with theatres and cinemas to host *Made in Michigan* movie nights/weekends
- Encouraging cast and crew members to participate in tours around Michigan showcasing the beauty and diversity of the state



PURE *M*ICHIGAN®
Film Office

